





CONFIDENTIAL – NOT FOR DISTRIBUTION

ADMINISTRATIVE IDENTITY

REGULATORY

Ministry of Public Safety and Solicitor General

- Cannabis Legalization and Regulation Secretariat

Regulatory framework, regulating the sale and distribution of cannabis within their jurisdictions and will determine places where cannabis can be consumed.

UBCM and the provincial government

have established the Joint Provincial-Local Government Committee on Cannabis Regulation (JCCR), a forum for local governments to share their experience and knowledge and bring forward matters of interest or concern to the provincial Cannabis Legalization and Regulation Secretariat*

Ministry of Attorney General

- Control and Licensing Branch (LCLB)
- Liquor Distribution Branch (LDB)

EDUCATION, HEALTH & SAFETY

Ministry of Health

- BC Healthy Families

Liquor health and guidelines

LCLB, LDB, BCCS

- Cooperative and independent programs

MARKETING IDENTITY

SALES & MARKETING

Liquor Control and Licensing Branch (LCLB)

The Liquor Distribution Branch (LCLB) is the branch of government responsible for the beverage alcohol industry in BC.

The Liquor Control and Licensing Branch (LCLB) regulates restaurants, bars, pubs, liquor retailers, manufacturers and special events. LCLB encourages voluntary compliance to enable a vibrant liquor industry while minimizing health and social harms.

The Liquor Control and Licensing Branch supervises over 10,000 licensed establishments and over 25,000 licensed events per year in the province of B.C.

Liquor Distribution Branch (LDB)

The Liquor Distribution Branch (LDB) is one of two branches of government responsible for the beverage alcohol industry in BC.

As the sole buyer and re-seller of liquor in the province's mixed public-private model, the LDB is one of the largest liquor purchasers in the world.

Liquor and Cannabis Branch (L&CB)

The Liquor and Cannabis Branch (L&CB) is the proposed branch of government responsible for the beverage alcohol and cannabis industry in BC.

BC Cannabis Stores (BCCS)

Retail outlets for recreational cannabis sales

Related jurisdictional branding

An extensive audit of existing provincial government visual branding was undertaken and showed a developing landscape. Some jurisdictions rely on existing government department identification, and others initiating a new brand identity.

The same is evident in the U.S., with states adopting recreational cannabis opting for formal state government identities and official bureaus, through to specific cannabis branding. Governments in the U.S. are not in the retail industry though have developed unique and vibrant programs for educational and health materials.

Also examined but not presented here, was the extensive international cannabis grower industry branding, and current retail branding around the world. This revealed a broad variety of examples, underscored by legacy, maturity and level of commercial activity. Some brands have significant investment and are poised to go public, others embrace their counter-culture roots-- with others anywhere in between. Their projected personalities reveal their intentions and corporate heritage.





Washington administration identity



Nevada administration identity



Maine administration identity



California administration identity



Education & safety identity



Education & safety identity



Oregon administration identity



Oregon education & safety identity



Colorado administration identity



Colorado education & safety identity



Industry identity





**LIQUOR
DISTRIBUTION
BRANCH**

ADMINISTRATIVE
Government/Ministry branding (non-standard)

BC LIQUORSTORES
CELEBRATE LIFE...ENJOY RESPONSIBLY

MARKETING
Arms-length retail branding



ADMINISTRATIVE/MARKETING
*Government/Ministry affiliation
Arms-length wholesale branding*



ADMINISTRATIVE
Government/Ministry branding (non-standard)

BCLIQUORSTORES

MARKETING
Arms-length retail branding



ADMINISTRATIVE/MARKETING
Government/Ministry affiliation
Arms-length wholesale branding

The refreshed LDB branding incorporates the current, recognizable brand typeface, Gill Sans, to assure continuity. The refreshed design uses a slightly lighter weight for the bolded text and the secondary text, to achieve a more contemporary look while retaining the character and a familiar appearance. This signals a new outlook and extended brand structure through a subtle change. The refreshed typeface also allows a savings of space. The tagline, Celebrate Life... Enjoy Responsibly has been shortened to Enjoy Responsibly, consistent between liquor and cannabis, reflecting the responsible attitude towards intoxicating substances under government oversight. The tagline is an option for consideration.

Possible alternative Endorsed Mark



s.14

BC CANNABIS STORES

BCCS

The BC CANNABIS STORES branding incorporates the current, recognizable brand typeface, Gill Sans, to assure continuity, and uses the same lighter weight typeface as the refreshed Liquor branding to achieve a more contemporary look while retaining the character and a familiar appearance. This signals a refreshed outlook for LDB and its new extended brand structure through this subtle change. The refreshed typeface also allows a savings of space. The tagline, Enjoy Responsibly, can be considered as an option for inclusion.

Possible options

BC CANNABIS STORES
ENJOY **RESPONSIBLY**

BC CANNABIS
ENJOY **RESPONSIBLY**

BC CANNABIS

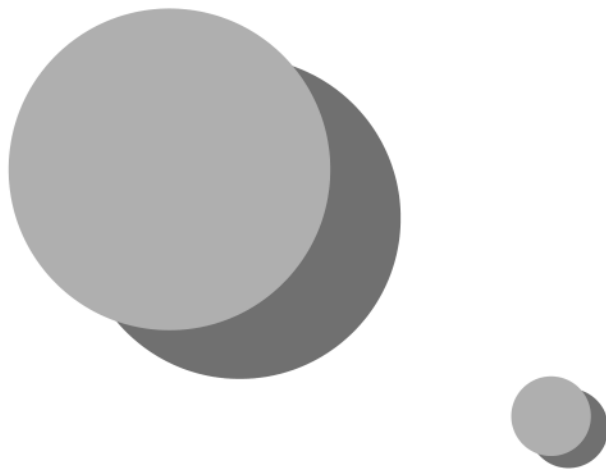
BC CANNABIS
ENJOY **RESPONSIBLY**

Two of these options do away with the word STORES, the use of which is a rare example in retail today. We are used to saying we are heading to the liquor store or grocery store, though just as often, the location is referred to as Thrifty's or the location's brand name. The BC Cannabis brand name will be built in the same way, and hearing someone say they are heading to BC Cannabis will become common in the near future. Many brands use a similar approach, and use the name they are most often referred to by their clients and customers.

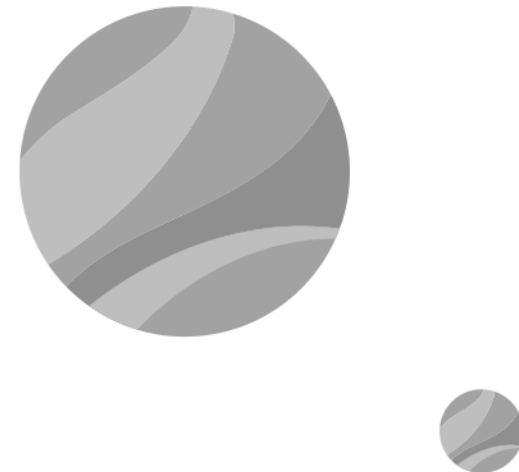
Possible options



These brand marks incorporate the Gill Sans typeface, part of the current LDB visual brand.



The BC Cannabis Green Dot symbol is an example of an iconic shape without inherent meaning, though can serve as a clear hero to receive brand relevance and meaning through customer experience. The symbol is free from preconception or connection to any existing or legacy cultural associations, and will allow the simple contemporary design to grow with the enterprise and creative marketing. It is easily adaptable and scalable, and would become immediately recognizable.



The BC Cannabis Leaf Symbol has been designed to achieve an iconic, highly stylized and interpretive design, incorporating green tones to suggest the product origins and our geographical environment in a modern and timeless manner. It is accessible and not linked to current cannabis culture or baggage, and presents a fresh starting point to reference recreational cannabis.

The design options presented here are scalable and can be used large or small, on displays and exterior signs, or as a branding symbol on marketing materials.



The leaf symbol is not intended as a featured component of the cannabis branding, though there may be occasions when a cannabis leaf graphic is required. These are three options for a graphic using a distinct and unique design which can be considered our own.



Packaging requirements from Health Canada for cannabis products, reported by the CBC:

The regulations state cannabis packaging can't display florescent or metallic colours and the colours that are used must contrast with those of the official cannabis symbol — meant to warn the consumer about the presence of marijuana's active ingredients — and the yellow background of the Health Canada warnings.

The proposed restrictions also stipulate that only one additional branding element — aside from the brand name itself — can be displayed on the tamper-proof and child-proof packaging. If that additional element is a slogan, the lettering can't be bigger than the font of the health warning, while any logo must be the same size as, or smaller than, the standardized cannabis symbol.

<http://www.cbc.ca/news/politics/health-canada-pot-proposals-consultations-1.4582948>

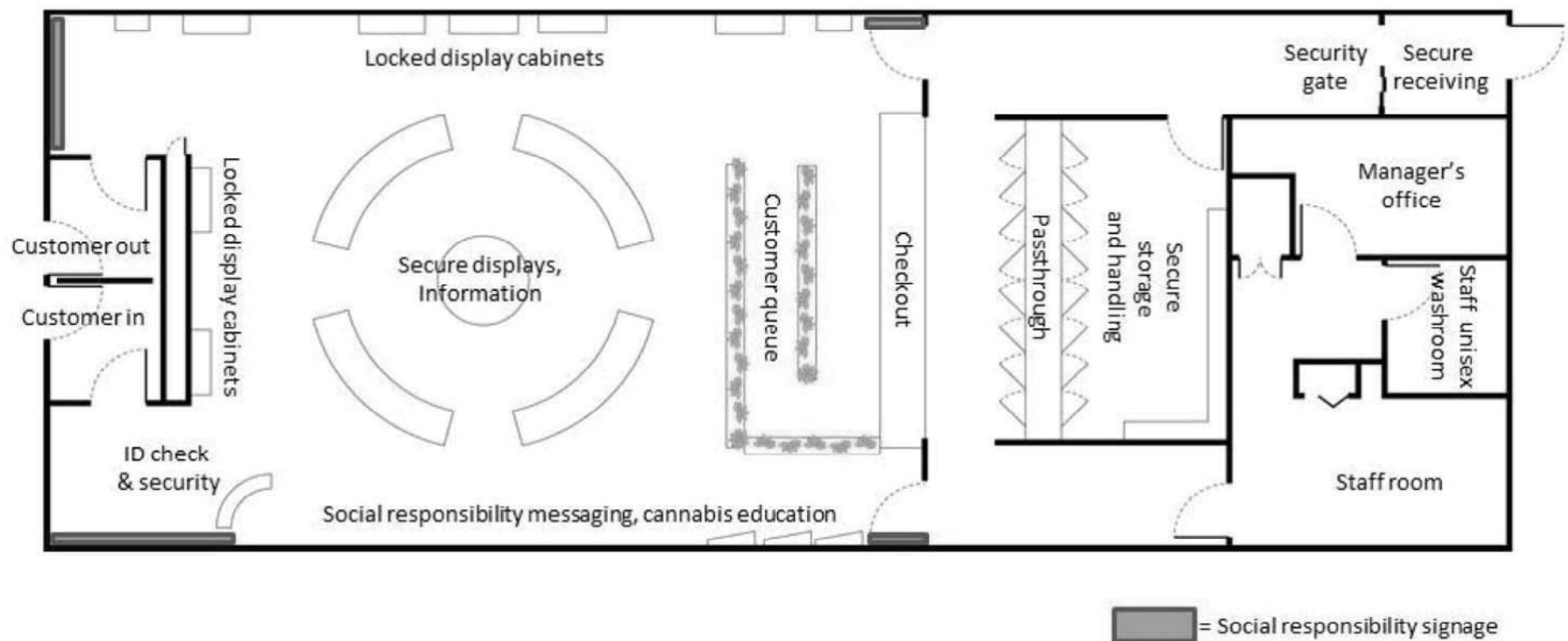


Government Endorsed Mark



***These marks** are consistent with the BCID Program and visual branding, and are done in the style of the current Endorsed Marks. The typeface is Adobe Myriad, one of our two corporate typefaces, with this mark using a light and extrabold weight for a distinct contemporary appearance and consistency with our familiar visual branding. The word mark may be used with, or without, the BC Mark. This arrangement of the visual brand is timeless and will not go out of style.*

BC Cannabis Stores Concept Floorplan



BC CANNABIS STORES

BC CANNABIS STORES

Page 20 of 24

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STORE EXTERIOR

Store interior
not visible from
the outside



FRONT ENTRANCE



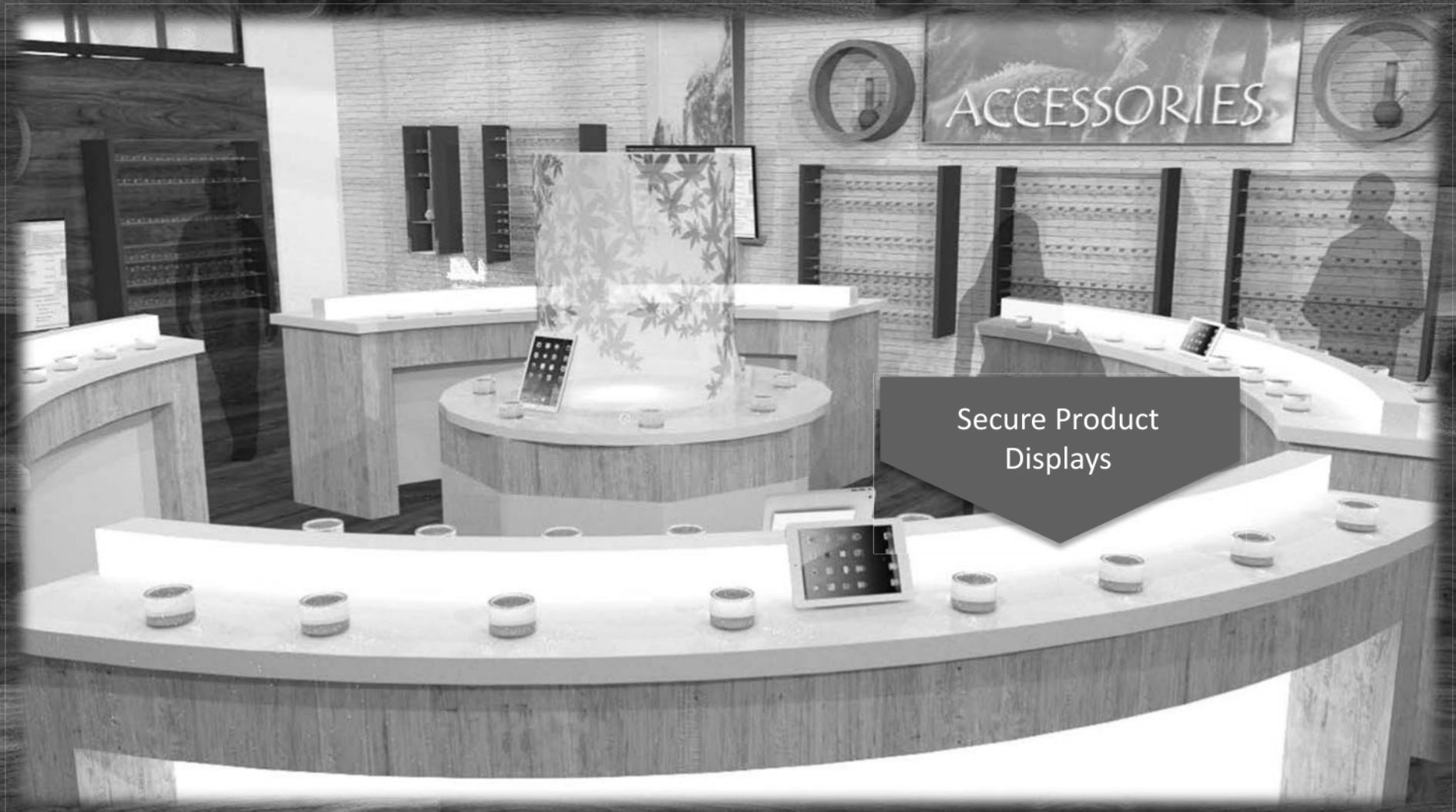
INTERIOR DISPLAYS



Product & social
responsibility info

Secure product
displays

INTERIOR DISPLAYS



BC CANNABIS STORES

BC CANNABIS STORES



LIQUOR & CANNABIS BRANCH

BC CANNABIS VISUAL IDENTITY

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Washington administration identity



Oregon administration identity



Industry identity



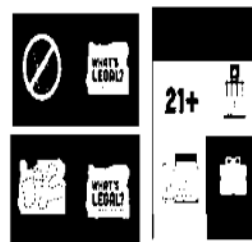
Nevada administration identity



Education & safety identity



Oregon education & safety identity



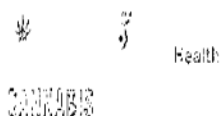
Maine administration identity



Colorado administration identity



California administration identity



Education & safety identity



Colorado administration identity



Colorado education & safety identity



**LIQUOR
DISTRIBUTION
BRANCH**

ADMINISTRATIVE

Government/Ministry branding (non-standard)

BC LIQUOR STORES
CELEBRATE LIFE... ENJOY RESPONSIBLY

MARKETING

Arms-length retail branding



**LIQUOR
DISTRIBUTION
BRANCH**

ADMINISTRATIVE/MARKETING

Government/Ministry affiliation

Arms-length wholesale branding



ADMINISTRATIVE
Government/Ministry branding (non-standard)

BC LIQUOR STORES

MARKETING
Arm's-length retail branding



ADMINISTRATIVE/MARKETING
Government/Ministry affiliation
Arm's-length wholesale branding

The refreshed LDB branding incorporates the current, recognizable brand typology, GSB Sans, to assure continuity. The refreshed design uses a slightly lighter weight for the bolded text and the secondary text, to achieve a more contemporary look while retaining the character and a familiar appearance. This marks a new outlook and extended brand structure through a subtle change. The refreshed typeface also allows a savings of space. The tagline, Celebrate It...Enjoy Responsibly has been shortened to Enjoy Responsibly, consistent between liquor and cannabis, reflecting the responsible attitude towards intoxicating substances under government oversight. The tagline is an option for consideration.

Possible Alternative Endorsed Mark



s.14

BC CANNABIS STORES

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Possible options

BC CANNABIS STORES
ENJOY RESPONSIBLY

BC CANNABIS
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BCCANNABIS

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ENJOY RESPONSIBLY

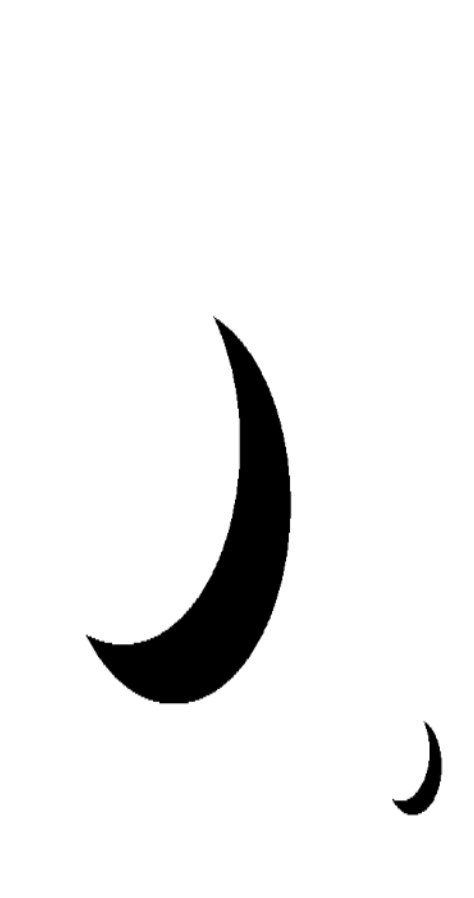
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Possible options

BC CANNABIS STORES

 **BC CANNABIS** STORES

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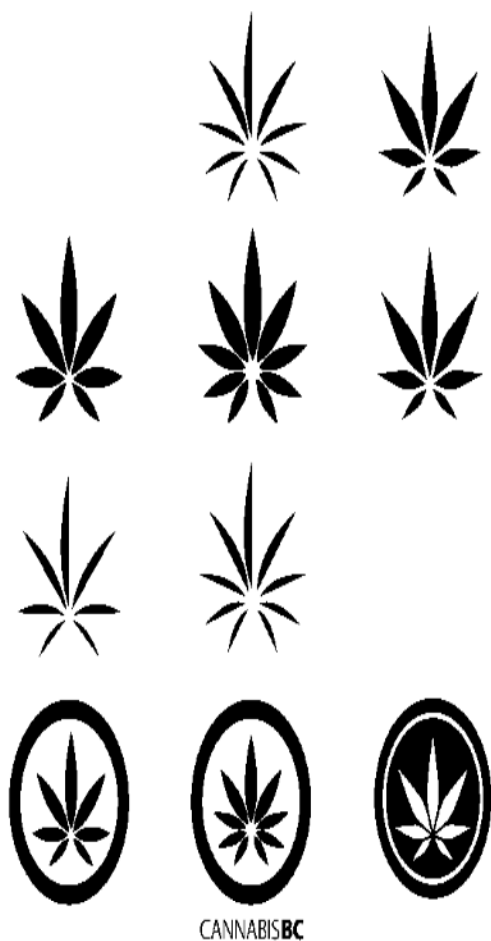


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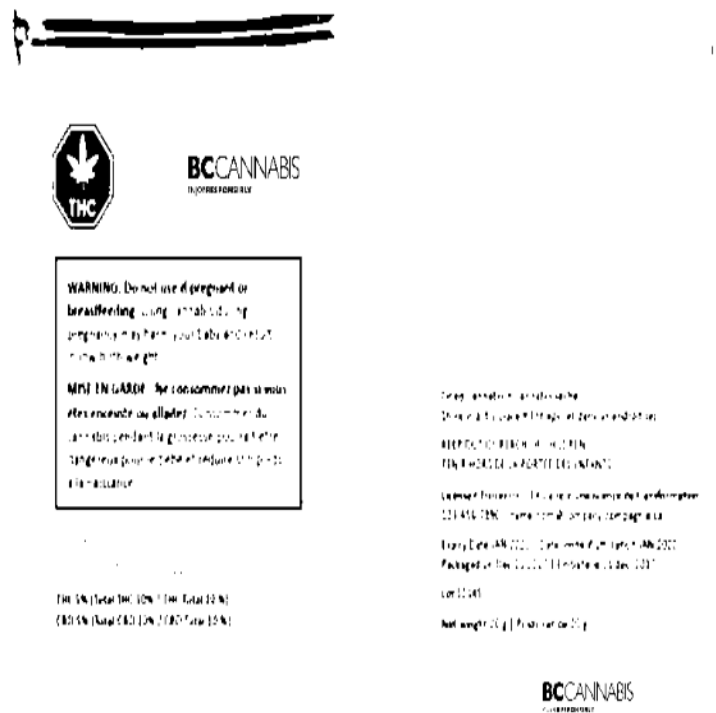


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<http://www.cdc.ca/news/policies/health-canada-pot-proposals-consultation> 14582948

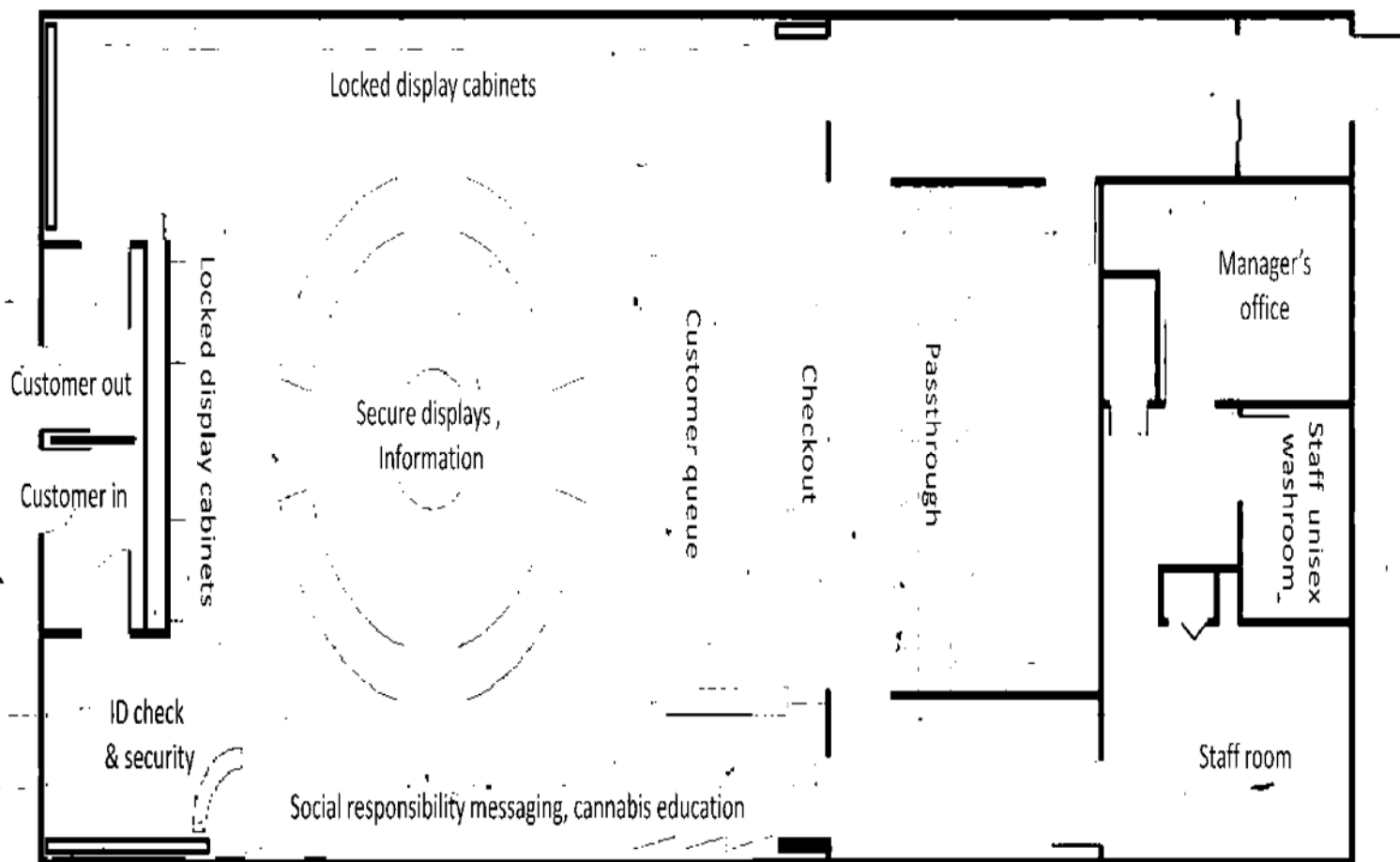


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Concept Floorplan:



 = Social responsibility signage

BC CANNABIS STORES

BC CANNABIS STORES

Page 20

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s.15

STORE EXTERIOR

Store interior
not visible from
the outside



FRONT ENTRANCE



INTERIOR DISPLAYS



Product & social
responsibility info

Secure product
displays

INTERIOR DISPLAYS

